

5 Quick Tips to Increase Your Online Dance Class Enrolment & Retention Rates

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#1 Know Your Audience

Who is it you'd like to serve? When you understand your audience, you can focus your marketing and target the people most likely to sign up to your classes.

For example, it makes sense to offer live zoom classes to students who are craving social dancing - have a chat session before and after lesson for them to socialise with each other and maintain an active Facebook group. And for students who are more interested in improving their technical skills, you can offer short pre-recorded technical classes so that they can pause and restart the lesson videos to do drills at home.

Know your audience and then adapt the content of your course and your marketing accordingly.

#2 Keep Your Courses Short

At the moment we are still unsure of when exactly we can open our studio again to hold in-person classes or to organise social events as normal.

At the moment people in general are unlikely to want to make a long term commitment. So if before you only had a 3 month or annual membership in your studio, it's a good idea to now temporarily offer a shorter period alternative during the pandemic - eg. introducing a monthly fee or even a drop-in price. Remember to then adapt your course materials to fit this new fee format.

#3 Show Up on Social Media

Having your classes online means that you are now also competing with other instructors outside your local area. You are on a level playing field with other professionals, the world champions, and other sought after dance instructors located all over the world. So if you already have a sizeable student base in your studio before, now is more important than ever to over-communicate on social media to make sure they keep their eyes on you.

Utilise your social media page followers and your email list to make sure you stay on their radar. Show up consistently and engage with your audience more (without spamming them).

#4 Have a Plan and a System In Place

Take time to sit down to create a Plan and a System for your Online Classes. Starting with knowing who your main audience are and then create everything you do around them. Create the right courses with this audience in mind. Adapt your marketing message as if you're talking to this specific audience. And then plan your social content calendar and make sure you keep showing up.

Also have a clear system in place to make it easy for people to sign up to your classes. Check out our FREE course about **Customer Journey Mapping** to understand why this is important and to help you create your own student's journey map.

#5 Invest in Yourself as a Business Owner

If before you were just busy being busy working **in** your business, now really is the time for you to start working **on** your business. To be able to attract more students and increase revenue, and to run and grow your business with confidence, you need to master the basics of business. To help you with this, we built **SoDance Academia** where you can find the key business trainings you need, all in one place and specifically designed for dance instructors/business owners like you. Find our on-demand online courses on our website and start your training today.

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Hopefully these quick tips will
inspire you.

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